

Weekly Column for May 24, 2007

At 4 p.m. this afternoon I had the wonderful pleasure of joining Willobee on 102.7 WEQX to announce the musical lineup for the 4<sup>th</sup> Annual River Street Festival.

For those of you that don't know, the festival takes place on June 16<sup>th</sup> from 10 a.m. to 7p.m. Last year we joined up with WEQX to strengthen the musical portion of the show, and we hit it big time this year.

Grammy award winners They Might Be Giants will headline the show this year. That's right, They Might Be Giants. Joining them will be Atlantic recording artist Tally Hall, Stars of Track & Field, Mint, and Last November.

They Might Be Giants is one of the truly unique and intensely entertaining bands in the world today. We are absolutely thrilled to have them coming to Troy. Each year we aim to see the River Street Festival grow a little stronger, and the lineup that we have put together for this show will bring thousands of people to downtown Troy for this great show.

Having sold more than 4 million albums since forming in 1986, They Might Be Giants have a rabid fan base that has watched them tour constantly for the past 20 years, including more than 15 overseas tours. They have made 13 music videos, including "Don't Let's Start," which was named one of the Top 100 Videos of All Time by MTV in 2001, and "Istanbul (Not Constantinople)" which won an MTV Breakthrough Award.

Three of their songs have made it to the Top Ten Alternative radio singles, two in the Top 20 in the UK, including "Birdhouse in Your Soul," and "Boss of Me." Their new album, "The Else," is due out July 10<sup>th</sup>. You can see why we are so excited.

Tally Hall will be performing for the second consecutive River Street Festival. The Ann Arbor natives recently signed a major recording contract with Atlantic Records, and their first hit "Good Day," has been featured on The OC and the Late Late Show with Craig Ferguson.

The other musical acts are extremely talented bands coming from as far as Belgium to play the show. It is going to be a great time. We've been talking about it for a while now, but please, mark you calendars for June 16<sup>th</sup>. You will definitely not be disappointed.

Of course the music only one aspect of the party. It's really about the arts, the crafts, the antiques, the food. It's about what Troy is becoming. And we want you to join us.

We have some great partners outside of EQX for this event, including Channel 13 WNYT, Metroland, Geico, Starbucks, Radio Disney, Bonded Concrete, Smoking Cessation, Seton Health, and others.

Have a wonderful Memorial Day weekend! Summer is finally here and we are ready to get it started in just a few weeks.